

Bosch Sensortec and Akustica Announce New Leadership

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- ▶ Stefan Finkbeiner is new CEO and GM of Bosch Sensortec
- ▶ Horst Muenzel is new CEO and GM of Akustica

Stuttgart, Germany - Robert Bosch GmbH announced today that it has appointed Dr. Stefan Finkbeiner as the new CEO and General Manager of subsidiary Bosch Sensortec (Kusterdingen, Germany), effective December 1, 2012. Stefan Finkbeiner will assume the role of Dr. Frank Melzer, who will take a new position within the Bosch Group. Finkbeiner's previous position of CEO and General Manager of subsidiary Akustica (Pittsburgh, PA, USA) will be filled by Dr. Horst Muenzel, previously Regional President of the Robert Bosch Research and Technology Center in Palo Alto, CA, USA.

About Dr. Stefan Finkbeiner

Dr. Finkbeiner joined Bosch in 1995. Most recently he served as General Manager and Chief Executive Officer of Akustica Inc. Prior to that, he was Vice President of Engineering for sensors at Robert Bosch GmbH with responsibility for automotive sensors and sensor packaging. Finkbeiner has more than 17 years of experience in engineering, manufacturing and marketing of high volume, high quality MEMS sensors for automotive and consumer markets. His comprehensive experience makes Finkbeiner an ideal selection to manage quickly moving Bosch Sensortec.

About Dr. Horst Muenzel

Horst Muenzel has been with Bosch since 1989 and was a core member of the team that transferred the first MEMS research concepts into high volume production in the Bosch foundry. In addition, he has more than 20 years of experience in the design, development, manufacturing, and testing of high volume, high quality MEMS sensors. This background makes

Muenzel an excellent choice for continuing Akustica's mission to quickly deliver innovative products that meet changing market requirements.

MEMS Sensors for the Consumer Electronic market

“For Bosch, MEMS sensors for consumer electronics deliver enormous growth potential in the fast expanding markets,” says Klaus Meder, the President of the Bosch Automotive Electronics division. “Bosch’s commitment to consumer MEMS can be seen in the infrastructure we have put in place to provide high-volume, high-quality, in-house MEMS design and manufacturing for all of our MEMS sensors. This allows us to continue to grow our consumer MEMS portfolio while maintaining the quality and reliability that is expected from Bosch by all of our customers.”

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Bosch Sensortec GmbH is a fully owned subsidiary of Robert Bosch GmbH. It develops and markets micro-mechanical sensors for consumer electronics, mobile phones, safety systems, industrial technology and logistics. The product portfolio includes triaxial geomagnetic and acceleration sensors, triaxial gyroscopes, barometric pressure sensors and a comprehensive software portfolio for various applications. Since its foundation in 2005 Bosch Sensortec emerged as the technology leader in the addressed markets. The Bosch Group has been the global market leader for MEMS sensors since 1998 and has to date sold more than 2 billion MEMS sensors.

For more information, go to www.bosch-sensortec.com

Akustica is a wholly owned subsidiary of the Bosch Group and a top supplier of silicon microphone products that are improving voice-input quality in a host of voice-enabled applications, from mobile handsets, tablets and headsets to Internet telephony on notebooks and PC camera modules. The company offers worldwide customer support services, from design-in services to post-production quality assurance. Akustica is a global organization with corporate headquarters in Pittsburgh, PA; regional offices in Taiwan and Shanghai; and a worldwide team of distributors.

More information about Akustica is available at www.akustica.com.

The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, more than 300,000 associates generated sales of 51.5 billion euros in fiscal 2011. The Bosch Group comprises Robert Bosch GmbH and its roughly 350 subsidiaries and regional companies in some 60 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Bosch spent some 4.2 billion euros for research and development in 2011, and applied for over 4,100 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.

Further information is available online at www.bosch.com and www.bosch-press.com